PA Assessments: EX COLD RESPONSE

Design:

- PA actions and assessment actions built to complement exercise objectives
- Established data collection sources to correspond with traditional and social media monitoring
- Established check points
- #hashtags and @handles
- Targeted product distribution

Coordination:

- Media/Social Media Scanning
  - OUSMCC
  - MCIOC
  - Norwegian Army PA
- Assessment plan
  - Key publics
  - Goals/end state
  - List of key terms
  - Collection timeframe

Data Collection:

- Daily US and foreign media scans
- Mid/post exercise assessments
- Social media assessments
- MFEA and II MEF social media platform analytics

Assessment Report:

- U.S. media: Product-driven
- Foreign media: Event-driven
- Importance of timing (planned/otherwise)
- Social media: reach and key public assessment

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